

AMENDMENTS TO THE SPECIFICATION

Please amend paragraph 26 as follows:

(1) Referring to Figure 1, deriving a degree of product demand authenticity from a user session presents another challenge. One embodiment of a product demand resolution system, product demand resolution system 100, uses a selection of collected data to initially calibrate a product demand master profile set from a selected set of user session data referred to as a training set 102. The training set 102 includes collected user session data during user sessions with a web site used for marketing a product. For example, the web site could be a vehicle marketing site, a computer marketing site, or other product marketing site. The training set 102 represents a predetermined number of user sessions that represent a statistically complete sample. The session recording system 104 records the user session data. User session data refers to data generated during a user session. The Web system 400 described in Karipides et al. U.S. Patent Application no. 10/324,764, filed December 20, 2002, entitled “Generating Contextual User Network Session History in a Dynamic Content Environment” (referred to herein as *Karipides et al.*) represents one embodiment of session recording system 104. *Karipides et al.* is incorporated herein by reference in its entirety. Table 1 contains an example listing of data types used to profile selected user session data of the training set 102. The data types represent one embodiment of indicators used by product demand resolution system 100 to develop product demand information.

User Data Types
Session Duration
Duration In Configuration Specific Tasks
Number of Page Views
Number of Configuration Clicks (i.e. the number of parts selected by the user.)

User Data Types
Number of Vehicle Compares
Number of Trim Compares
Number of Vehicles Configured
Number of Trims Configured
Number of Locates (i.e. the number of user searches of dealer inventory.)
Session Referrer (i.e. the identification of any referral web site such as an OEM web site or a web site with related content.)
Number of Notables (Notables are specific questions to the users when they pick incompatible features)
Number of Notables Acceptances
Number of Notable Rejections

TABLE 1